

Food System Impacts of Covid-19 – Research Brief 1

The Seafood Sector



The seafood sector is a catchall term for a diverse, complex and sometimes convoluted network of both wild-caught fisheries and aquaculture production and their associated supply chains and markets.

Seafood provides approximately 3 billion people with their primary source of protein and it is the world's most traded food commodity. **In 2019, pre-pandemic global trade in seafood was worth an estimated \$160.5 billion.**¹

When it comes to seafood in the UK, we *import* most of what we eat, and we *export* most of what we catch and produce. Despite being surrounded by one of the most diverse and productive fisheries in the world, the UK is a net importer of seafood. In 2019, for example, we imported 721,000t of seafood, with a value of £3.46bn and exported 452,000t with a value of £2.0bn.²

Consumption of seafood in the UK is dominated by imported cod, haddock, tuna, salmon and prawns. These 'big five' species account for about two-thirds of all seafood eaten. Reflecting UK consumer tastes,

the top five seafood import countries in 2019 (by value) were: Iceland (£300.1m), China (£285.6m), Germany (£244.6m), the Faroe Islands (£239.5m), and Vietnam (£233.1m).³ As an indication of the complexity of trade in this sector China's importance for UK imports is driven in part by re-exports, with fish flown out from the UK to China for filleting and then returned to processors in the UK.

For the most part, domestic appetite for the seafood that we catch and produce is fairly limited. The top five wild-caught landed species in the UK in 2019 were mackerel, herring, langoustine, haddock, and crab. Most of these landings however, were destined for export, as was the majority of salmon produced by the UK aquaculture sector.⁴ Export markets, therefore, are absolutely critical to many producers and processors in the UK seafood sector. Key export markets include China and the USA, but by far the single largest market is the EU, which, in 2019, accounted for 66.2% of UK seafood export trade.⁵

THE IMPACT OF COVID

2020 was just a few weeks old when the first impacts of Covid-19 were felt by the UK seafood sector. In its initial stages **the virus impacted the industry quickly and sequentially**, with the East Asian market for crab being the first affected followed by rolling consequences for other markets and species as various Covid-related disruptions took place.

A demand-side shock in origin, the effects of **Covid rapidly reverberated up and through seafood supply chains** resulting in significant but varied impacts across the sector depending on species caught/produced and/or markets supplied.

Covid continued to impact throughout 2020 in a series of waves and associated lockdowns and restrictions resulting in a highly disruptive and turbulent year for the seafood sector. The year culminated with the end of the EU exit transition period and for many in the seafood industry, particularly those in the shellfish and aquaculture sectors, **'a perfect storm' of Covid/Brexit challenges.**

Demand / Markets

Exports

The collapse of the Chinese export market for Crab in January/February 2020, quickly followed by the closure of key EU export markets in February/March had a devastating impact on many businesses in the UK seafood industry, an industry heavily reliant on exports. The value of UK seafood exports fell by 19% in January-March and 28% in April-June, compared to the same periods in 2019.⁶

By summer, as lockdowns were lifted and food service sectors returned, though not to full capacity, some export markets reopened and export figures improved. For a few, mainly pelagic species such as herring and mackerel, markets were comparable to summer 2019 levels, but for most exporters trade was still significantly below normal levels and the operating environment remained exceptionally challenging.

Challenges continued through the autumn as restrictions were re-imposed and trade with China and the EU remained difficult. By the year-end, total seafood exports were down 20% (by value) on 2019,⁷ and for many, worse was to come. **(see COMMENTARY pg.3)**

Retail and Domestic Consumption

2020 was an excellent year for seafood retail with sales up 11% by value and volume compared to 2019.⁸ Chilled and frozen sales growth was strong throughout the year with ambient sales peaking when restrictions were at their highest. At its peak in March, during lockdown 1, total seafood weekly volume sales grew by 56%.⁹ The ambient and frozen sectors benefitted the most from panic buying as shoppers stocked up on cupboard staples and filled their freezers.

As restrictions eased and the food service sector reopened retail sales declined from the record highs seen earlier in the year. Despite this reduction, larger

multiple retailers continued to see seafood sales above 2019 levels, particularly in frozen and chilled fish categories.



Seafood Service Sector

The UK food service sector had an extremely difficult, up and down, start-stop, rollercoaster ride of a 2020. The sector collapsed overnight when the UK entered Lockdown 1 and hotels, restaurants, and pubs closed or reduced service, and those remaining open did so in a limited capacity, offering take-away and delivery-only options.

There was a partial recovery during the summer as restrictions were lifted and food service sales were boosted by the government's *Eat Out to Help Out Scheme*, but a further set of restrictions in the autumn: first regional tiers, then another national lockdown, meant the almost complete closure of the sector for a second time and the loss of the crucial Christmas period. Over 2020 as a whole, seafood service visits were down 43% compared to 2019.¹⁰

Of the various seafood service channels, fish and chip shops fared consistently the best over 2020 in the sense that they saw the least reduction in visits, down 27% compared, for example, with full service restaurants (down 38%), pubs and travel/leisure (both down 51%), and workplace/education (down 65%).¹¹ The closure of the 'out-of-home' sector also significantly impacted many UK seafood suppliers and producers for whom it was the key domestic market.

Processing and Distribution

Seafood Processors

The Covid induced demand-side shock to seafood markets during the spring and early summer of 2020 reverberated up the supply chain and hit many secondary producers and processors hard. 75-80% of all majority seafood processing businesses across the

UK had to either reduce their activities or completely close at some point during lockdown 1, with some businesses closing permanently. Those supplying foodservice or reliant on live or fresh export markets were at particular risk when some of these markets effectively disappeared 'overnight'. Not all processors however were significantly or negatively impacted. 20-25% of processing businesses were able to continue business at normal, or sometimes higher than normal, levels. These tended to be those who supplied the booming retail sector and/or those with smaller workforces who could implement social distancing measures more quickly and efficiently.¹²

By late-summer, with many domestic and EU restrictions lifted, most seafood processors were back operating and rebuilding capacity. However, businesses continued to face high levels of uncertainty through the autumn and towards the end of the year as restrictions were re-introduced and a second lockdown implemented. To an extent, lessons learnt from lockdown 1 mitigated the impacts of lockdown 2, with those supplying retail, for example, being better prepared for rapid increases in demand, and larger processing businesses better able to manage Covid-19 cases and social distancing requirements without reducing production capacity.

As 2020 became 2021 seafood processing activity was impacted by a combination of both supply and demand challenges. Businesses serving the domestic hospitality and foodservice sector continued to see reduced demand due to a third national lockdown. Those supplying export markets meanwhile had to meet new paperwork requirements following the UK's exit from the EU. These new systems and documentation made the job more onerous and costly for some businesses. Compounding problems exporters also continued to face the ongoing Covid-related impacts on demand, logistics and transport costs. (see **COMMENTARY**)

Seafood Distribution

In Lockdown 1, despite seafood being classed as an essential good, movement along the supply chain was highly disrupted as borders closed, some markets largely disappeared, and consumer demand became uncertain. High air and container freight costs during this period also made access to international markets more difficult for both importers sourcing raw material and exporters supplying external markets. During the summer inter-lockdown easing some

COMMENTARY – Covid/Brexit

Covid's impact on the UK food system was both complex and far-reaching. This complexity, of course, is in part a reflection of the nature and scale of the food system itself, which is a complex assemblage of sectors, subsectors, supply chains and networks and individual businesses and actors. A further element to Covid's complex impact was how it continued to evolve over time, and is still evolving. Different issues and challenges emerged at different times. Some problems persisted, while others were more temporary in nature.

Related to both the above, and adding a further layer of complexity still was the way the pandemic interacted and become entangled up with a range of other issues, not least of which was the UK's exit from the European Union. So while in 2020 we can be fairly confident that many of the issues and challenges faced by, for example, producers, suppliers, and exporters, were primarily, if not exclusively Covid driven, in 2021, following the end of the transition period, it becomes more difficult to disentangle Covid's continuing impact from that of Brexit and other related issues.

No sector was hit harder by the 'perfect storm' of Covid/Brexit than the UK seafood sector. Various problems associated with new arrangements for exporting food to the EU that came into force on the 1st of January 2021 following the end of the transition period, piled a range of additional challenges and expenses on to a sector heavily reliant on EU exports and already reeling from Covid and associated lockdowns and border closures.

The issue was the imposition of what was commonly referred to as 'red tape', significant additional administrative requirements for health certificates and customs documentation, and various 'teething problems' associated with the introduction of new IT systems. For many seafood exporters, this new administrative burden added both additional expense, and, crucially, time, to what had previous been a relatively quick and pain free process. For a sector that relied on the quality and freshness of its products, extensive border delays posed an existential threat to many operating models and seafood export businesses, and to the primary producers that supplied them.

In early February 2021 in response to the crisis and industry criticism and calls for help, the government announced the £23 million Seafood Disruption Support Scheme. In early March the ONS reported that sales of seafood had **slumped by 83%** in January. In late March however, there were reports that initial problems were being ironed out and that seafood exports were picking up. While a complete catastrophe and collapse of the UK seafood export sector in early 2021 seemed to have been averted, we are perhaps still only seeing the start of the impacts Brexit will bring to the seafood industry.

transport and logistics issues arose but to a much lesser extent than in the spring.

At the end of 2020 specific, short term issues with getting products into and through France emerged. A surge in cases of a new Covid-19 variant in England caused a number of European countries to impose a travel ban. As a result, the port of Dover was closed to lorries, many of which were transporting fresh produce, including seafood. This caused critical delays and issues at the border.¹³

Early in the New Year (2021) businesses struggled to get goods out through both air and sea freight routes. Ongoing global Covid restrictions meant many flights were cancelled, limiting air freight capacity and frequency. The global reduction of available empty containers in major producing countries (like China) also remained an issue. In addition to ongoing Covid related logistical issues, new trade requirements heavily impacted on transportation and logistics for UK businesses. (see **COMMENTARY pg. 3**)

During lockdown 1, most UK fish markets – a key cog in seafood distribution – stayed open, or closed only briefly to prepare for altered or reduced operations with changes in supply and demand, as well as new social distancing guidelines. Many of these markets engaged with Producer Organisations and fishermen to try to even out supply and keep market prices as buoyant as possible. Through the summer, fish markets continued to see heightened price volatility due to short-term changes in demand. Prices, for example, proved particularly sensitive to volume and quality. Fish markets were forced to adjust to this ‘new normal’. With appropriate mitigations measure in place, they were also able to continue operating throughout lockdowns 2 and 3.¹⁴

Supply / Production

Catch Fisheries

Total UK landings (by volume) of wild-caught seafood over 2020 were, more or less, the same as they were for 2019. This fact however hides the significant variation in landing volumes and values that occurred across the year and across different fisheries. Both landings volume and value for demersal species (e.g. domestic food service sector staples like cod and haddock) and shellfish species (e.g. crab and lobster) were down every month in 2020 compared to 2019. Shellfish was particularly hard hit, with fishing activity stopping overnight in many parts of the UK due to the

abrupt loss of domestic food service markets and, critically, East Asian and EU export markets. Over 2020 shellfish landings were down 18% by volume and 34% by value compared with 2019. By contrast, pelagic landings (e.g. mackerel and herring), which often supply the ambient/canned sector were largely insulated from any adverse market shocks from Covid, and as such finished 2020 with volume and values up 12% and 13% respectively on 2019.¹⁵

Aquaculture

Like its wild-caught counterpart there were mixed fortunes too for the UK aquaculture sector. While Scottish farmed salmon continued to see strong demand - particularly in retail - farmed shellfish suffered a considerable drop in demand as foodservice outlets closed. Unlike their wild-caught counterparts however, aquaculture businesses also faced ongoing financial challenges associated with fixed minimum crewing costs (i.e. the minimum crew/staff required to maintain basic stock management at farm sites), as well as significant disruptions to aquaculture production cycles.

The sector continued to face both demand and production issues throughout 2020 and was particularly impacted by lockdown 2 and December’s social gathering restrictions and the effective loss of the festive season, a critical time for many UK producers of farmed seafood, when salmon, mussels, oysters and other species prove popular both in- and out-of-home in the UK and abroad.¹⁶

Covid restrictions on foodservice demand and previous disruptions to aquaculture production cycles in 2020 continued to impact producers during January to March 2021. Shellfish farmers supplying domestic markets faced depressed demand as the high-end restaurant market remained closed. Salmon and shellfish aquaculture also faced major issues with export delays and disruptions early in 2021 (see **COMMENTARY pg. 3**).

Imports

Total UK seafood imports for 2020 were down 5% by volume to 686,000t and 7% by value to £3.2 billion compared with 2019. The countries that imported the largest value of seafood into the UK during 2020 were Iceland, China, and Vietnam. The species with the greatest import value in 2020 (as per 2019) were, salmon, cod, and tuna.¹⁷

In the first half of the year, the supply of imported seafood slowed. This was largely as a result of closures in other countries and limited transport capabilities. During the summer ‘inter-wave’ period UK seafood imports recovered somewhat from the lows of earlier in the year as foodservice demand re-emerged and retail demand remained strong. Some imports remained low however, as businesses needed to sell off stock remaining from the lockdown period before importing new raw material. During the early part of 2021 many UK businesses reliant on seafood imports did not face significant sourcing issues, having sufficiently stockpiled frozen material by the end of 2020.¹⁸

EXPERT PANEL QUOTE

“We launched a national marketing campaign to promote UK produce... and to encourage people to eat more local seafood [...] and we used social media influencers to get the message out. [...] We also provided practical guidance to businesses on how to operate during Covid, advice on social distancing requirements, and giving crew and processing staff travel certificates. And we provided guidance too for restaurants and fish and chip shops on how to re-open safely and how to operate.”

Aoife Martin, Director of Operations, Seafish

RESPONSES

Government Response

Various government support measures were introduced across all four devolved administrations of the UK over the course of the pandemic. Support for the UK seafood sector came in the form of general measures including employee furlough schemes, VAT

deferral, small business grants, business loans and statutory sick pay relief, and a number of seafood specific funds.

Fisheries Response Fund

On the 17th April 2020, a few weeks into lockdown 1, the UK government announced an industry support scheme for England’s fishing and aquaculture sectors. The £10 million fund included £9 million in grants, and £1 million to help businesses find new ways to market (see DSSS below).¹⁹

The Domestic Seafood Supply Scheme (DSSS)

A few weeks later, details of the DSSS ‘sea-to-door’ grant scheme were announced. Administered by the Marine Management Organisation (MMO), the £1 million scheme was a market re-orientation initiative designed to help seafood businesses in England to increase the supply of local seafood to domestic markets and to help to increase consumption of locally caught seafood in the UK. Among the 20 projects that were funded as part of the scheme were those that proposed new processing operations, on-line auction and sales websites, and local transport solutions.

Industry Responses

National – ‘Sea For Yourself’

In early May 2020 Seafish, working closely with Defra, launched the latest phase of its ‘Sea For Yourself’ initiative, a new consumer marketing campaign which aimed to get more UK consumers to eat more UK caught seafood. The campaign was targeted at families and those aged over 55 and focused on promoting fish and shellfish found in UK waters including: shellfish (e.g. mussels, and crabs); oily fish (e.g. mackerel and herring); and white fish (hake and coley).²⁰ In addition to the marketing campaign Seafish also produced a guide to help fishers sell directly to consumers and provide free social media training.

Business/Port Level Initiatives

In response to the closure of key food service and export markets some businesses sought to innovate and adapt and make up for lost revenue by developing or expanding small-scale domestic markets for their produce by selling seafood direct to consumers. Numerous individual or port-level initiatives quickly sprung up at various places around the country offering online ordering and home delivery. (see CASE STUDY pg. 7)

For those businesses that were able to adapt, direct sales provided a vital lifeline at an exceptionally challenging time. Such initiatives, however, even the most successful ones, only partially mitigated the impact of lost foodservice or export trade, and overall demand for UK seafood remained significantly reduced during the spring and early summer of 2020.

Despite efforts to mitigate reductions in demand, there was still, however, a general oversupply which drove raw material prices down to unsustainable levels. In response, efforts were made to reduce the volume of supply to levels more consistent with market demand including industry organised vessel tie-up schemes. Local co-ordination between vessels, particularly demersal whitefish vessels, as well as fish markets and merchants, saw vessels staggering trips and landings.²¹

INTERVIEWEE QUOTE

“We saw our fleet and merchant members working really closely to keep product moving. [...] One of our fishing businesses was able to switch up their business model by purchasing a local shellfish processing business that came up for sale [...] and that was so helpful in keeping him and all our guys actually working, having somewhere to supply their catch and to get stuff out there, some route to market.”

Beshlie Pool, Executive Officer, South Devon and Channel Shellfishermen Ltd.

Retail and Consumer Responses

Retail

As part of their response to reduced demand for fresh food and to free up staff to deal with Covid-led

increased demand for ambient and frozen food, most supermarkets closed their fresh fish counters in March 2020. The exception was Waitrose which kept its fish and meat counters open throughout the pandemic and offered a lifeline to a number of Dorset shellfish suppliers by selling produce originally destined for restaurants.²² Morrisons was also able to quickly pivot and continue selling fresh fish by introducing their Fish Box as part of their home delivery Food Box range. Containing a selection of Cornish seafood, the initiative led to a 60% rise in Morrisons British fish sales, which included an 83% increase in sales of monkfish and a 1,400% increase in sales of dover sole.²³ Morrisons was also the first to reopen its fresh fish counters when it did so in May 2020. However, Sainsbury’s and Tesco’s resisted seafood industry calls to reopen, and, citing changes in consumer habits, permanently closed their fish (along with meat and deli) counters altogether in November 2020 and February 2022 respectively.

Consumers

Covid had a significant impact on consumer seafood purchasing and consumption patterns over the course of 2020. In the first half of the year, as part of broader stockpiling responses associated with lockdown 1 restrictions and the return of the weekly shop, demand for frozen and canned fish rose significantly. Sales of fish fingers, for example, rose 21% in the first three months of 2020,²⁴ while sales of tinned sardines increased by a massive 500%.²⁵ Sales of frozen seafood eclipsed chilled for the first time since 2005 in the week before lockdown 1 and continued to remain high as restrictions eased.²⁶

Although overtaken by frozen sales in the spring, retail sales of fresh (chilled) seafood finished the year both above tinned and frozen, and 7% above 2019 sales. There was also some evidence that British consumers were not only preparing and eating more fresh fish at home but were also becoming more adventurous in their tastes. Waitrose reported, for example, that sales of clams, cockles, mussels and oysters tripled over the second half of the year.²⁷

Despite the *increase* in in-home seafood consumption, the huge *decrease* in out-of-home consumption meant overall the UK ate less seafood in 2020 than it did in 2019. And while some consumers had the time and inclination to prepare and try a broader range of species, the scale and permanence of changes to consumer seafood palettes remains to be seen.

CASE STUDY – Call4Fish

In mid-March 2020, having lost East Asian and many European markets and with the domestic food service sector looking likely to close imminently, many in the fisheries sector found themselves in a dire situation. Without a market for their catch, or, at that stage, government support measures in place, and with a labour model that left many in the industry extremely vulnerable in times of crisis, businesses were at risk of going under with potentially devastating consequences for many fishers and their families. In response to the crisis, David and Alison Pessell of Plymouth Trawler Agents, in the South West of England, assembled a small team to see what could be done to help. The result was Call4Fish.

The aim of Call4Fish was simple: to help local fishermen and traders sell their fish and to enable the public to buy fish without having to go out. Within a few days of its inception, and boosted by critical support from Fishmongers' Hall, Seafarers UK and Plymouth City Council, a website and social media channels were up and running, and Plymouth-based merchants and fish shops repurposed themselves to start selling to the public with home deliveries. With the listings up on the website, and auction prices collapsing around the coast, the Call4Fish team started working with local media to get the word out that the Plymouth fishing fleet and its merchants were open for business, with a simple message of #StayHome and #Call4Fish.

By the end of its first week, calls started coming in from across the country from both fishermen, who were not located near auctions and who had lost their buyers, and from fish shops who had lost some or all of their supply. Recognising that there was a widespread problem with a disconnect between producers and consumers, and no central lifeline, the decision was made to expand the scheme nationally, and by the end of its second week listings started appearing from Berwickshire to Jersey.

By mid-summer 2020 Call4Fish had established itself as the principal online directory of fish suppliers selling fish caught by British boats in British waters. It was also suggesting that there had been a step change in the eating habits prompted by the crisis, with Rodney Anderson, leader of the Call4Fish team, reporting that there had been increased appetite for some lesser-known species, like weever fish, gurnard, pouts and spider crab.

At the time of writing (February 2022) there may not have been a fundamental step change in what seafood UK consumers like to eat, but how and where we buy seafood may have shifted slightly as a result of the pandemic as Call4Fish continues to successfully operate, shortening supply chains, and bringing producers and consumers together.

FUTHER READING

Harvey, M. and Witteveen, A. (Eds) (2020) [Review of Covid-19 impacts on the UK seafood industry: January-June 2020](#) (Seafish)

Harvey, M. and Witteveen, A. (Eds) (2020) [Review of Covid-19 impacts on the UK seafood industry: July-September 2020](#) (Seafish)

Harvey, M. and Witteveen, A. (Eds) (2021) [Review of Covid-19 impacts on the UK seafood industry: October-December 2020](#) (Seafish)

Harvey, M. and Witteveen, A. (Eds) (2021) [Review of Covid-19 impacts on the UK seafood industry: January-March 2021](#) (SeaFish)

Patience, N., Motova, A. and Cooper, J. (2021) [Covid-19 impacts on the UK catching sector in 2020 Summary report](#)

Seafish (2020) [UK Seafood Value Chain 2019](#)

Seafish (2021) [UK Seafood Value Chain Provisional Data 2020](#)

Witteveen, A. (2021) [Covid-19 analysis Impacts on the UK seafood processing sector](#) (Seafish)

REFERENCES

- 1 <https://www.fao.org/in-action/globefish/fishery-information/world-fish-market/en/>
- 2 MMO (2020) [UK Fisheries Statistics 2019](#)
- 3 Seafish (2020) [UK Seafood Value Chain 2019](#)
- 4 Ibid.
- 5 ONS Data (February 2022) [Trade in goods: country by commodity exports](#)
- 6 Harvey, M. and Witteveen, A. (Eds) (2020) [Review of Covid-19 impacts on the UK seafood industry: January-June 2020](#) (Seafish)
- 7 Harvey, M. and Witteveen, A. (Eds) (2021) [Review of Covid-19 impacts on the UK seafood industry: October-December 2020](#) (Seafish)
- 8 Ibid.
- 9 Harvey, M. and Witteveen, A. (Eds) (2020) [Review of Covid-19 impacts on the UK seafood industry: January-June 2020](#) (Seafish)
- 10 Harvey, M. and Witteveen, A. (Eds) (2021) [Review of Covid-19 impacts on the UK seafood industry: October-December 2020](#) (Seafish)
- 11 Seafish (2021) [UK Seafood Value Chain Provisional Data 2020](#)

- 12 Witteveen, A. (2021) [Covid-19 analysis Impacts on the UK seafood processing sector \(Seafish\)](#)
- 13 Harvey, M. and Witteveen, A. (Eds) (2021) [Review of Covid-19 impacts on the UK seafood industry: October-December 2020 \(Seafish\)](#)
- 14 Harvey, M. and Witteveen, A. (Eds) (2020) [Review of Covid-19 impacts on the UK seafood industry: July-September 2020 \(Seafish\)](#)
- 15 MMO (2021) [UK Fisheries Statistics 2020](#)
- 16 Harvey, M. and Witteveen, A. (Eds) (2020) [Review of Covid-19 impacts on the UK seafood industry: January-June 2020 \(Seafish\)](#)
- 17 Seafish (2021) [2020 UK Seafood Import and Export Factsheet Finalised Data](#)
- 18 Harvey, M. and Witteveen, A. (Eds) (2021) [Review of Covid-19 impacts on the UK seafood industry: January-March 2021 \(SeaFish\)](#)
- 19 <https://www.gov.uk/government/publications/fisheries-response-fund-support-for-fishing-and-aquaculture-businesses>
- 20 <https://www.seafish.org/about-us/news-blogs/fresh-marketing-activity-urges-consumers-to-eat-more-uk-fish-and-shellfish-following-60-peak-increase-in-seafood-retail-sales/>
- 21 Harvey, M. and Witteveen, A. (Eds) (2020) [Review of Covid-19 impacts on the UK seafood industry: January-June 2020 \(Seafish\)](#)
- 22 <https://www.thegrocer.co.uk/waitrose/waitrose-claims-uk-first-by-selling-british-shellfish-originally-destined-for-restaurants/646163.article>
- 23 <https://www.falmouthpacket.co.uk/news/18497359.morrisons-british-fish-box-sees-sales-rise-60-post-coronavirus/>
- 24 <https://www.dailystar.co.uk/real-life/fish-fingers-see-popularity-soar-21966224>
- 25 <https://www.telegraph.co.uk/news/2020/08/11/sardines-make-comeback-brits-turn-tinned-food-lockdown/>
- 26 <https://www.thegrocer.co.uk/fish/frozen-seafood-sales-seeing-a-sustained-boost/647366.article>
- 27 Waitrose and Partners (2020) [Food and Drink Report 2021](#)